

HELP STUDENTS MAKE BETTER FOOD CHOICES AND MOVE MORE!

Game On! The Ultimate Wellness Challenge is a year-long program that challenges America's youth,

their families and schools to incorporate healthy food choices and physical activity into their daily lives. The program consists of a series of theme-based challenges spaced throughout the school year to engage and recognize students — and the adults who support them — for their efforts to make better food choices and move more.

Research shows that good nutrition and physical activity contribute to improved academic performance, attendance rates, behavior — and ultimately lifelong health and well-being. Sound nutrition and physical activity also help children and youth maintain a healthy weight, a goal worth pursuing given the alarming epidemic in childhood obesity.

Game On! The Ultimate Wellness Challenge provides step-by-step, easy-to-implement strategies and resources to help schools support children's health as part of the everyday school culture and environment.

STUDENTS, EDUCATORS, FAMILIES AND COMMUNITY VOLUNTEERS: GET INVOLVED, HAVE FUN — AND TAKE THE CHALLENGE!

- Supports school wellness policies and practices
- Fun for kids and the adults who support them
- Easy to implement
- Draws on existing free and low-cost resources from government agencies and other leading organizations
- Reinforces good health messages throughout the school day and the school year
- Adaptable for use in elementary, middle and high schools
- Invites school staff, families and community members to get involved
- Flexible enough to fit your school's calendar, resources and needs

Visit www.ActionForHealthyKids.org.

Developed by Action for Healthy Kids as part of a continuing initiative in cooperation with the U.S. Department of Agriculture and the U.S. Department of Health and Human Services.

Action for Healthy Kids.

Action for Healthy Kids is a national grassroots partnership specifically addressing the epidemic of overweight, undernourished and sedentary youth by focusing on changes at school. Action for Healthy Kids is a public-private partnership of more than 60 national organizations and government agencies representing education, health, fitness and nutrition, which support the efforts of the Action for Healthy Kids Teams in all states and the District of Columbia.